

REMARKS

Claims 1, 3-21, 23-25 and 27-40 are in the application. Claims 1 and 21 are amended to further clarify the fulfillment of customer orders according to the manufacturer's policies pursuant to the invention.

Claims 1, 3-7, 14,15, 18-27, 34,35 and 38-40 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Franklin et al. ('352) in view of Webber (WO98/34167), both of record, in view of Knorr et al. ("Knorr," US 2002/0077929, newly cited). Applicant's arguments made in the prior response dated April 26, 2010 are incorporated herein.

Claims 8, 9, 28 and 29 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Franklin in view of Webber and Knorr and further in view of Johnson et al. ('516). Applicant's arguments made in the prior response dated April 26, 2010 are incorporated herein.

Claims 10-13 and 30-33 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Franklin in view of Webber and Knorr, further in view of Knowlton ('057). Applicant's arguments made in the prior response dated April 26, 2010 are incorporated herein.

Claims 16, 17, 36 and 37 are rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Franklin in view of Webber and Knorr, further in view of Allsop ('472). Applicant's arguments made in the prior response dated April 26, 2010 are incorporated herein.

Accordingly, it is submitted that in view of Applicant's response dated April 26, 2010 and the amendments made herein the claims are unobvious under 35 USC 103(a). Withdrawal of the rejection is respectfully requested.

It is submitted that upon entry of this amendment the application is in condition for allowance.

If prosecution of this application can be assisted by telephone, the Examiner is requested to call Applicants' undersigned attorney at (510) 663-1100.

Applicants hereby petition for any further extension of time that may be required to maintain the pendency of this case, and any required fee for such extension or any further fee required in connection with the filing of this amendment is to be charged to Deposit Account No. 504480 (Order No. BDGOP001X1).

Respectfully submitted,
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